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ABSTRACT

A consumer marketing research method and system including the steps of making available to at least one consumer a card comprising a microchip for storing information; activating the card via a triggering event; creating a consumer profile corresponding to the card in a central computer; enabling the at least one consumer to use the activated card when purchasing items; providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases; transferring information processed by the card processor to the profile; and, performing consumer marketing research using the consumer profile.